



## Arizona Visitor Profile

### Total Domestic Overnight Visitors to Arizona Year End 2004 v. 2005

	2004	2005
Total Number of Domestic Visitors	27.8 Million	29.1 Million
Average Length of Stay	3.7 Days	3.6 Days
Average Age of Visitor	46 Years	48 Years
Average Annual Income	\$72,700	\$72,100
Average Travel Party Size	2 People	2 People

### What are their Arizona activities?

	2004	2005
Sightseeing	33%	29%
Nature	28%	23%
Culture	18%	18%
Attractions	17%	17%
Outdoor/ Sports	12%	12%

### Where do they come from?

	2004	2005
Arizona	32.7%	29.8%
California	25.2%	25.7%
Illinois	4.5%	2.9%
New Mexico	3.6%	3.6%
Texas	3.5%	4.7%
Nevada	2.5%	3.0%
New York	1.9%	2.3%
Colorado	1.6%	2.5%

### Where do they go?

	2004	2005
Phoenix and Central	48.0%	46.4%
Northern	18.9%	17.8%
Tucson and Southern	15.4%	16.2%
West Coast	6.8%	6.5%
General Arizona	3.8%	7.4%
North Central	7.1%	5.8%

### What brings them here?

	2004	2005
Business	22.0%	24.0%
Leisure	78.0%	76.0%

### How did they get here?

	2004	2005
Auto Travel	58.0%	60.0%
Air Travel	30.0%	29.0%
Other Transportation	12.0%	10.0%

*Domestic Overnight Visitor Profile*

*Source: D.K. Shifflet and Associates 2004, 2005*